AMENDMENTS TO THE CLAIMS

Please amend the claims as indicated hereafter.

Claims:

1-78. (Cancelled)

79. (New) A method implemented by a television set-top terminal (STT), comprising the steps of:

outputting by the STT a list of advertisement categories;

receiving by the STT user-input corresponding to a category of advertisements identified

in the list of advertisement categories; and

downloading by the STT an advertisement corresponding to the category of

advertisements, responsive to receiving the user-input.

80. (New) The method of claim 79, further comprising:

outputting the advertisement to a television during an interruption in a television

program.

81. (New) The method of claim 80, further comprising:

outputting the advertisement to a television only during predetermined time periods.

82. (New) The method claim 79, further comprising:

receiving by the STT user-input to confirm that a user has viewed at least a portion of the

advertisement.

83. (New) The method of claim 79, further comprising:

outputting the advertisement to a television only during interruptions of television

programs having a predetermined type.

84. (New) The method of claim 79, further comprising:

receiving by the STT user-input corresponding to a subcategory of advertisements,

wherein the advertisement corresponds to the subcategory of advertisements.

85. (New) The method of claim 79, further comprising:

storing the advertisement in the STT; and

deleting the advertisement from the STT after a predetermined expiration date.

86. (New) The method of claim 79, further comprising:

storing the advertisement in the STT; and

deleting the advertisement from the STT responsive to determining that the advertisement

has been viewed at least a predetermined number of times.

87. (New) The method of claim 86, further comprising:

determining by the STT a number of times that the advertisement has been viewed based

on user-inputs received during provision of the advertisement.

88. (New) A method implemented by a television set-top terminal (STT), comprising the steps

of:

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outputting by the STT a list of advertisement categories;

receiving by the STT user-input corresponding to a category of advertisements identified

in the list of advertisement categories; and

responsive to receiving the user-input, outputting an advertisement corresponding to the

category of advertisements during a subsequent interruption in a television

program.

89. (New) The method of claim 88, further comprising:

downloading the advertisement by the STT responsive to receiving the user-input.

90. (New) The method of claim 89, further comprising:

outputting the advertisement to a television only during predetermined time periods.

91. (New) The method claim 90, further comprising:

receiving by the STT user-input to confirm that a user has viewed at least a portion of the

advertisement.

92. (New) The method of claim 88, further comprising:

outputting the advertisement to a television only during interruptions of television

programs having a predetermined type.

93. (New) The method of claim 88, further comprising:

receiving by the STT user-input corresponding to a subcategory of advertisements,

wherein the advertisement corresponds to the subcategory of advertisements.

94. (New) The method of claim 88, further comprising:

deleting the advertisement from the STT after a predetermined expiration date.

95. (New) The method of claim 88, further comprising:

storing the advertisement in the STT; and

deleting the advertisement from the STT responsive to determining that the advertisement

has been viewed at least a predetermined number of times.

96. (New) The method of claim 88, further comprising:

determining by the STT a number of times that the advertisement has been viewed based

on user-inputs received during provision of the advertisement.

97. (New) The method of claim 88, further comprising:

outputting by the STT the advertisement responsive to determining that the advertisement

was output less than a predetermined number of times.

98. (New) The method of claim 88, further comprising:

determining by the STT whether to output an advertisement responsive to a number of

times that each of a plurality of advertisements has been output.

99. (New) The method of claim 88, further comprising:

determining by the STT whether to output an advertisement responsive to values of a

plurality of advertisements output by the STT.

100. (New) The method of claim 88, further comprising:

prompting a user to provide user-input to confirm that the user has viewed at least a

portion of the advertisement; and

determining whether to output another advertisement responsive to at least whether the

user-input was provided.

101. (New) A television set-top terminal (STT) comprising:

memory configured to store program code; and

a processor that is programmed by the program code to enable the STT to download

responsive to user input an advertisement corresponding to a category of

advertisements selected by the user input from a the list of advertisement

categories.

102. (New) The STT of claim 101, wherein the processor is further programmed to enable the

STT to output the advertisement to a television during a subsequent interruption in a television

program.

103. (New) A television set-top terminal (STT) comprising:

memory configured to store program code; and

a processor that is programmed by the program code to enable the STT to output

responsive to user input an advertisement corresponding to a category of

advertisements during a subsequent interruption in a television program, wherein

the category of advertisements is selected by the user-input from a list of

advertisement categories.

104. (New) The STT of claim 103, wherein the processor is further programmed to enable the

STT to download the advertisement responsive to receiving the user-input.